

### DATA VINTAGE

2021

### BASE LEVEL GEOGRAPHY

Dissemination area

### VARIABLES

127

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

BusinessProfiles is based on Data Axle data and covers about 1.1 million Canadian businesses. It provides users with counts of businesses by industry class or North American Industry Classification System (NAICS) code, employee size and sales volumes for each census dissemination area. The types of businesses range from “eating and drinking places” to “insurance carriers” and “general merchandise.” Many retailers use BusinessProfiles for site planning, merchandising, optimizing store layouts and targeting business prospects. The database is also valuable for helping to evaluate and execute B2B marketing efforts.

## HOW IT'S USED



BusinessProfiles can help companies looking to open a new store or branch by identifying competitive opportunities and threats. Planners and marketers can assess the competition and evaluate area sales to qualify potential expansion locations.



Company executives can use BusinessProfiles when evaluating new markets by analyzing business activity by industry code (NAICS). Segmenting businesses in this way will allow users to compare employee size ranges and sales volumes between industries to better understand the commercial composition of a particular area.

## SAMPLE QUESTIONS IT CAN ANSWER

- How many businesses in my trade area earn more than \$20 million in sales?
- What is the business count distribution by employee size within my trade area?
- What are the business counts by two-digit and four-digit NAICS code?